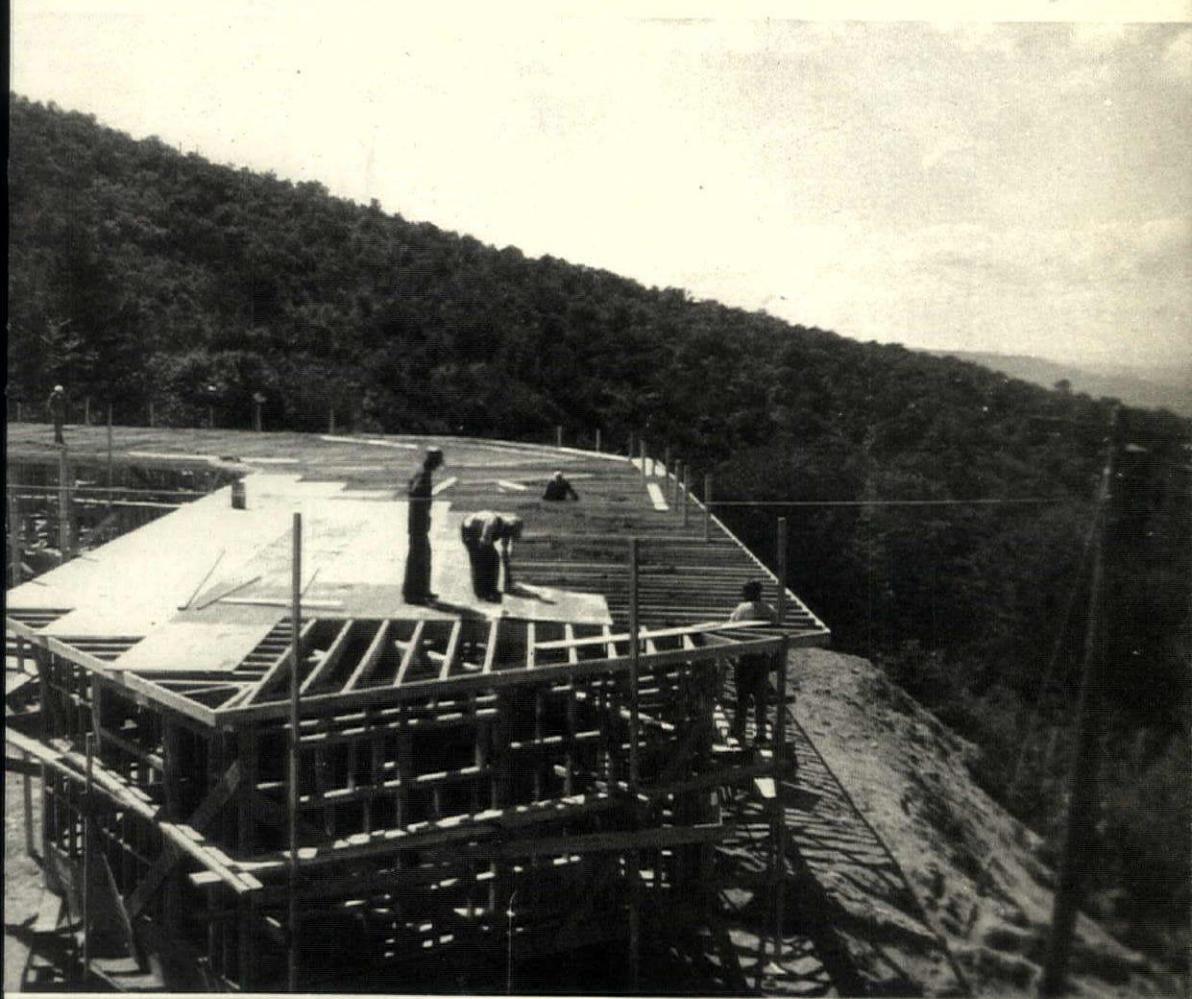


AUGUST

1954

# New Hampshire ARCHITECT



OFFICIAL PUBLICATION

*New Hampshire Chapter of the American Institute of Architects*



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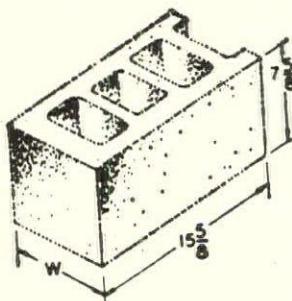


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# New Hampshire ARCHITECT

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VOL. 6

AUGUST, 1954

NO. 1

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## OUR COVER

Photo Shows Notchway Motel under Construction.

New Hampshire Architect is published monthly at 181 North Main Street, Concord, N. H., under the direction of the President and board of directors of the New Hampshire Chapter, American Institute of Architects, to promote the objectives and public relations of the chapter. Advertising rates furnished upon request.

## *The President's Message*

### **COMMITTEES:—**

The membership of the N. H. Chapter of the American Institute of Architects should now be aware of the new committee organization as planned by the National Society. In effect it is much more simple than has been used by the National body in the past, yet for our Chapter it is more thorough and detailed than what we have operated with in the past. By delegating current affairs to the various committees, the Officers and Board of Directors can concentrate on legislation.

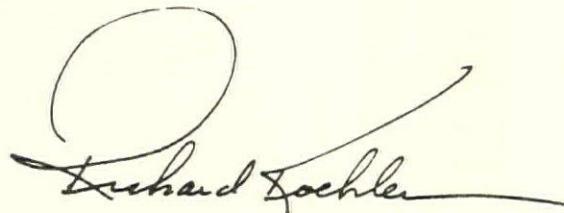
By virtue of the above system much of the national and regional information should be piped down to each member. The committee chairman will be posted continually in the N. H. Architect and those members having a question or suggestion on any particular phase need only to contact that particular chairman. This system should stimulate active interest in matters regional and national.

### **COMPLICATIONS:—**

Living in any form these days isn't simple any more. Because we are an economically interdependant society, it is quite necessary that we become aware of "happenings." I lament the "up-to-the-minute-on-your-toes" strain of it, time becomes so used up, that there just isn't time to go fishing and that can be castastrophic. Things seem to be getting done by "group action." We don't have many Daniel Websters, but we sure enough have groups for this and that. Perhaps we are a "think-on-the-run" type of generation. Thoreau himself could stand defiantly on the Park Street Subway platform during the 5 o'clock rush and scream his resentment but in nothing flat the mob would have him squeezed in on his way to North Station, where upon alighting he would be arguing the virtues of Red Sox against the Detroit Tigers. As for myself I haven't seen a baseball game or a summer theatre play this year, and when I answer those who would prod me that all I've seen is cows, big cows and little cows, they immediately label me a "dud."

It takes a tremendous amount of courage these days to do something alone, without consultation, but with conviction.

I don't know what it is you've been wanting to do, but I challenge you to set aside one day to do it and if you come through unscarred, then you've enough material for a book—you, sir or madam are a real honest-to-goodness individual.



A handwritten signature in cursive script, appearing to read "Richard Sochler", is written below a large, simple circle. A thin, curved line extends from the top right of the circle towards the end of the signature.

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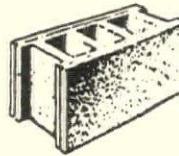
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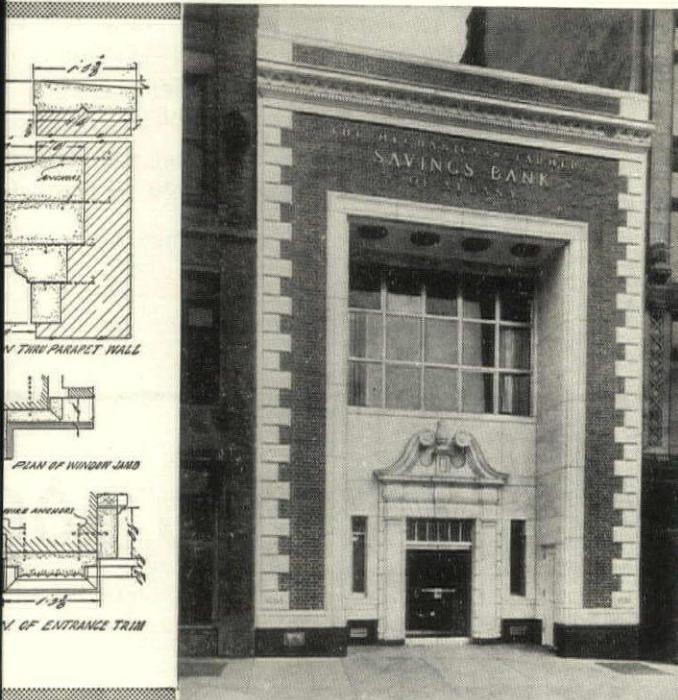
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The use of marble trim with brick wall is particularly appropriate for the Georgian design of the Albany bank shown above. The recessed entrance is lightened and fine details of the doorway accented by continuation of the exterior marble treatment as veneer wall covering and also for heavier construction at the doorway. All marble work is Vermont Imperial Danby. The dark base is Blue Pearl Granite. Both marble and granite were finished by Vermont Marble Company.

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# Lauds School Architects on Progress

BOSTON — Speaking on "A Trend Toward Better Schools" before the 86th convention of the American Institute of Architects, Stanley Sharp of Ketchum, Gina, and Sharp, New York architects, stated that any advancement toward better schools could be achieved only when the board of education, the architect, and the citizens themselves work together in a cooperative effort.

"Better education for the children of any community can only be obtained by first conducting community long-range planning; it is the parents who must understand and adapt to the ideas which could lead to better schools," Sharp cautioned.

He praised the progressive strides made by school architects during the past few years, noting that they have concerned themselves more with the educators' needs, and have gained a wider understanding of new design techniques and their effect on environment.

## Better Design

According to Sharp, there is a definite trend toward better design in schools. However, the architect must also understand the basic problems and needs of the community involved.

"The architect's job has not been simplified by his increasing knowledge of school needs and requirements," Sharp claims. "In spite of new technical developments, new materials, and greater under-

standing of engineering problems, the educational problems of today remain constant."

Quoting from government statistics education, Sharp pointed out that because of the tremendous increase in student the educational needs of this country becoming greater than the capacity handle these needs.

The years 1953-54 have seen a 2-million increase in student enrollment, jump the total enrollment to 37 million. It predicted that at least 45 million students will be enrolled in all levels of the educational system by 1960.

Other factors in determining a trend in school design are rising costs of construction and changing curriculum. School construction costs have increased at a slower rate than all other forms of construction, but money for schools is still limited.

Each change in curriculum, each advancement in teaching, affects design. In terms of school design, this means more space, greater flexibility, more and better equipment—all this in spite of rising costs and the desire for greater economy.

Sharp pointed out that the solution may well be a matter of convincing the community to accept ideas which could lead to better and more practical schools. An example of this type of association between architects, school boards, and citizen committees is evidenced in the school

(Continued on Page 9)

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## New Hampshire Awards Hit Highest Mark in Years

Contract awards for future construction in New Hampshire according to Dodge Reports totals hit the highest first six-month mark of any year and also reached a record June dollar volume.

F. W. Dodge Corporation district manager James A. Harding said the six-month figure of \$60,571,000 was also 289 per cent above six months 1953.

Individual six-month classifications which were all substantially above the like period 1953 were: nonresidential, \$12,419,000; residential, \$14,466,000; heavy engineering, \$33,686,000.

The June total was \$9,954,000, up 81 per cent from May and 201 per cent above June 1953.

Individual June totals were: nonresidential, \$1,968,000 up 24 per cent from May and 46 per cent above June 1953; residential, \$7,664,000, up substantially from May and June 1953; heavy engineering, \$322,000, down 88 per cent from May and 78 per cent below June 1953.

## Contract Awards in New England Set Record

BOSTON—Contract awards for future construction in New England set a new high dollar volume for the first six months of any year according to just announced totals of Dodge Reports. The first-half 1954 figure of \$691,341,000 was also 27

per cent greater than the like 1953 period according to Dodge district manager James A. Harding.

All individual categories were up over 1953 at the six-month mark; nonresidential at \$217,960,000 was up 23 per cent; residential at \$304,650,000 was up 26 per cent; heavy engineering at \$168,700 was up 113 per cent.

The June construction award total of \$114,452,000 was down 18 per cent from May but was up 57 per cent over June 1953.

Individual June classifications were:

Nonresidential, \$47,334,000, up 12 per cent from May and up 71 per cent over June 1953; residential, \$51,989,000, down 20 per cent from May but up 64 per cent over June 1953; heavy engineering, \$129,000, down 53 per cent from May up 13 per cent over June 1953.

## High Rates of Activity in Construction Award

NEW YORK—High rates of activity in construction contract awards for commercial buildings, single-family homes, schools, were among the outstanding trends in the first half of 1954, according to a midyear review by Dr. George C. Smith, economist for F. W. Dodge Corporation.

Disclosing details of Dodge statistics not ordinarily released for publication, Smith stated that contract awards to

(Continued on Page 16)

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(Continued from page 6)

Northport, L. I., where by properly educating the local citizenry in a long-range public relations program these groups are able to build an outstanding new school.

"In all cases where the public has become familiar with the situation they have won an understanding and a readiness to throw away pre-conceived prejudices and accept the new fundamental approach to design—the fundamental, logical, economical solution. I believe that better tools of the future will be a result of high architectural competency, coupled with a clear understanding of the basic problems of the community, as well as leadership required to develop understanding in the community," Sharp concluded.

## I.A. Standards Left

### Virtually Untouched

The 86th annual convention of the American Institute of Architects revised standards of professional practice in no respects, changing nothing of an essential nature.

This was handled at the convention in the form of Document 330, divided into parts on obligations of good practice and mandatory standards.

The delegates retained the provision that no architect shall use paid advertising, or self-laudatory, exaggerated or misleading publicity. Factual materials, verbal or visual, which dignify the profession and advance public knowledge of the architect's function in society may be presented through public communication media, the document stated.

The Board of Directors was given sole power to interpret the standards and its decision will be final.

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When planning to build a house it might be a good idea to follow the architect home and see the kind of house he lives in.—*Ladies Home Journal*

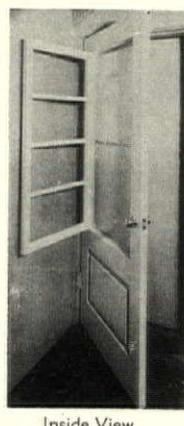
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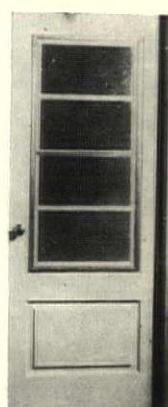
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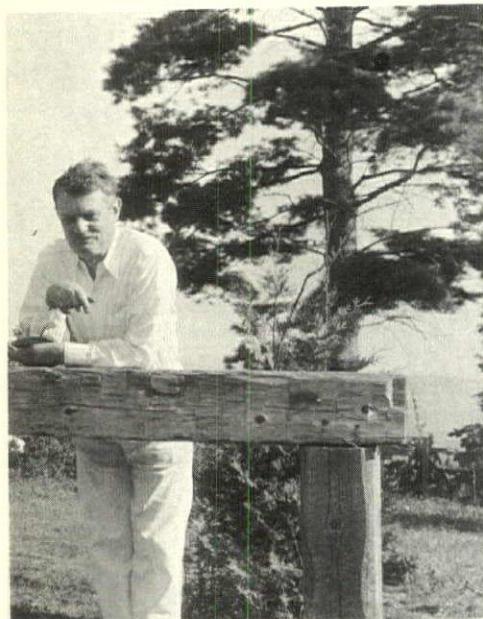
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# ARCHITECT of the MONTH

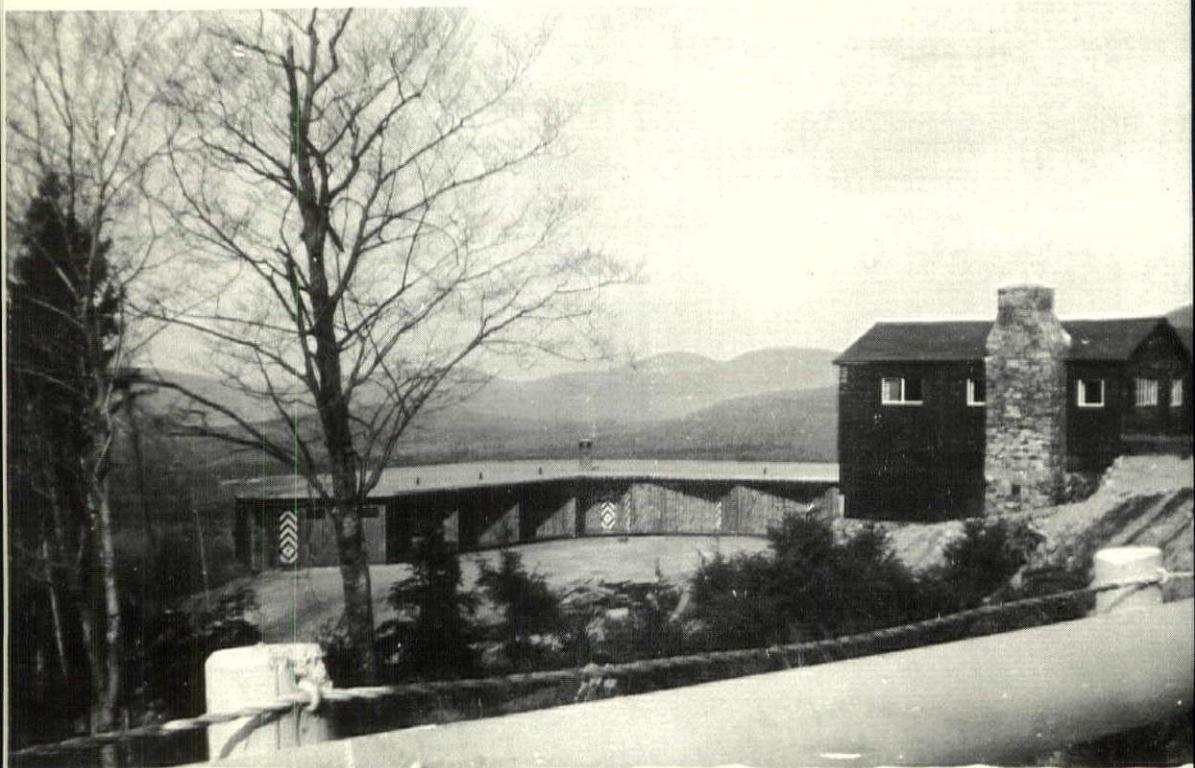
SHEPARD VOGELGESANG, AIA

Designer of **NOTCHWAY MOTEL**



SHEPARD VOGELGESANG—Born in San Francisco, California. Educated at Phillips Academy, Andover, Mass., Massachusetts Institute of Technology, Cambridge, Mass., and Vienna, Austria. In charge interior co-design Century of Progress, Chicago, 1933; director of color Century of Progress, 1934; assistant decorative arts and director design Fine Arts Commission. Golden Gate International Exposition, San Francisco, 1938-39. Association director and designer of "America at Home" New York World's Fair 1940; co-consultant for Federal Defense Housing, 1941-42. Served as Lt. Commander U. S. Navy during World War II. Practiced in Chicago, 1934-37; New Hampshire, 1940-42, returning to New Hampshire practice in 1946 after the war. Registered Architect in New Hampshire and Vermont.

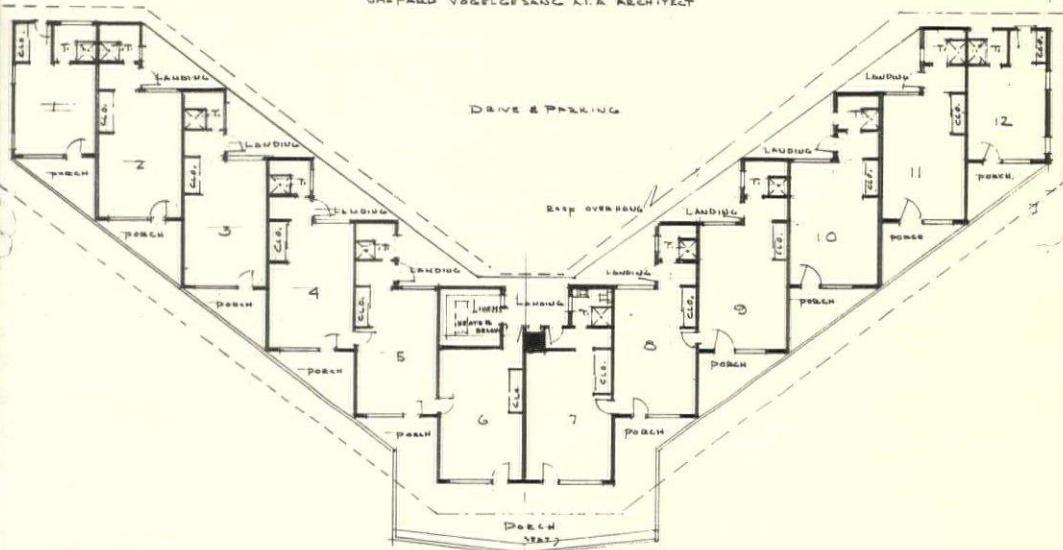
Notchway Motel Shows Wonderful View of White Mountains



# NOTCHWAY MOTEL

BETHLEHEM, NEW HAMPSHIRE

MOTEL AT NOTCHWAY CABIN  
FRANCONIA NOTCH, NEW HAMPSHIRE  
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Notchway Motel, located in Bethlehem in the heart of the White Mountains, was completed in September, 1953 for Richard J. Coney, owner and manager.

The new mountain resort motel was designed by Shepard Vogelgesang, AIA, of Whitefield and Wilford J. Glover of Franconia was the general contractor.

Notchway is designed with off-set units to give privacy to every occupant, and the front is cantilevered over the bank.

The shape of the motel gives the most accomodation afforded by the site. Every room opens directly to a balcony with the lovely view of the Franconia Valley.

Sub-contractors on this project were:

A. G. Cyr, heating and plumbing, Littleton.

E. E. Bigelow, electrical contractor, Littleton.

Manus H. Perkins, grading and excavating, Bethlehem.

George H. Richardson, surveyor, Littleton.

Franconia Associates, flooring and furniture, Littleton.

(More Pictures on Page 13 and 18)

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## **NOTCHWAY MOTEL**

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— by —

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— by —

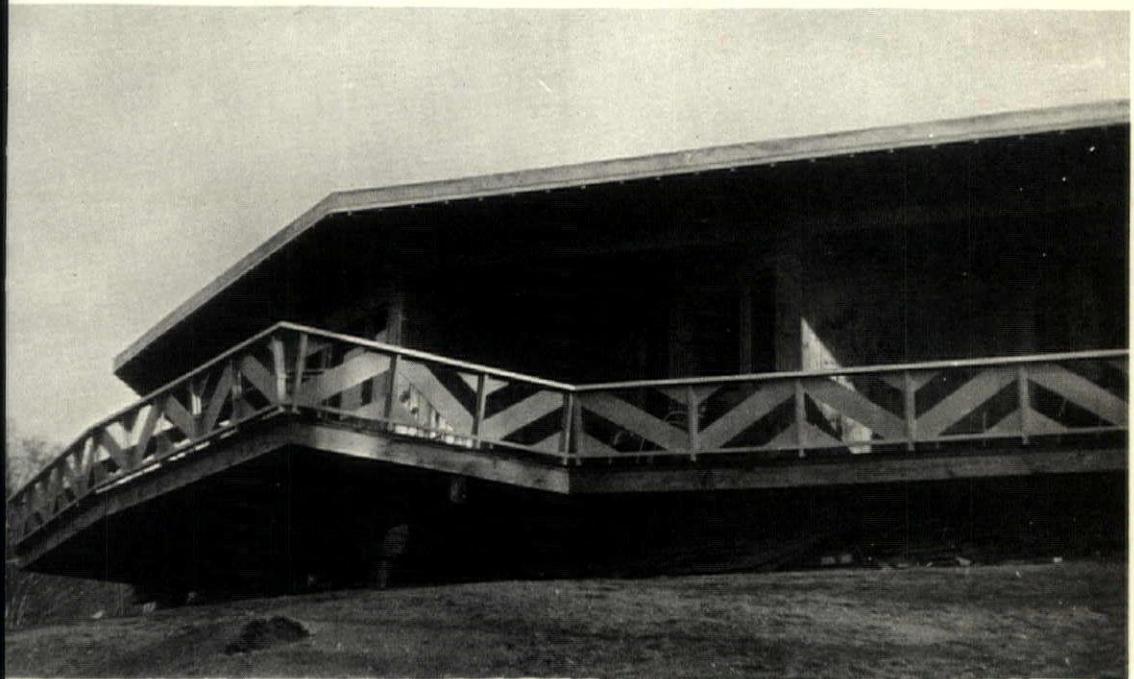
## **MANUS H. PERKINS**

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Exterior Views of Notchway Motel



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# Visiting Architects Enjoyed N. H. Hospitality

New Hampshire played host to architects and their families following the AIA convention with a conducted tour starting Sunday, June 20. After a clambake at Wentworth-by-the-Sea at Newcastle, N.H., Sunday and an over-night stop at Portland, Maine., Monday, the group journeyed back to New Hampshire for luncheon at the Presidential Inn at Conway.

Monday night, the group was housed at the Twin Mountains House Hotel and the following day, they journeyed to the Aer Tramway at Cannon Mountain for a trip to the summit. They also visited the "Old Man of the Mountain" and Crawford Notch, later continuing on to Vermont and Canada.

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July 6, 1954

Mr. Richard Kochler, President  
New Hampshire Chapter AIA  
231 Oak Street  
Manchester, N. H.

Dear Mr. Kochler:  
We have just arrived home from our splendid post-convention tour.

Your most cordial letter of June 14 was greatly appreciated. We thank you and the New Hampshire Chapter for your most gracious hospitality.

We had never had the opportunity of enjoying a New England Clambake, and as we are especially fond of seafood, had anticipated it as one of the high-lights of sea three dimension, and it certainly was. I took several hope will develop well.

The tour of Portsmouth was also most enjoyable, though of course the time was too short to do justice to it. However, we did manage to become somewhat acquainted with it and get some photos.

We enjoyed the opportunity of meeting and chatting with so many of your members, who left nothing undone to make our stay the most delightful possible.

Again we thank you.

Most cordially,

*O. Pendleton Wright*

A. O. BUDINA, A. I. A.  
ARCHITECT

J. BINFORD WALFORD  
O. PENDLETON WRIGHT  
ARCHITECTS  
103 EAST CARY STREET  
RICHMOND 19, VIRGINIA

July 1, 1954

Mr. Richard Kochler, President  
New Hampshire Chapter, A. I. A.  
231 Oak Street  
Manchester, New Hampshire

Dear Mr. Kochler:

The members of the tour following the 86th Annual Convention of the A. I. A. have now completed their delightful trek through the New England and parts of Canada. Some of the most outstanding events of the tour occurred in your State of New Hampshire.

I wish to thank the members of the New Hampshire Chapter and their ladies who joined us particularly, Mr. Witmer for his instructive guidance through historic Portsmouth and vicinity.

All the members of our tour voiced their sincere thanks and appreciation.

Cordially yours,  
*O. Pendleton Wright*  
O. Pendleton Wright

103-A EAST MAIN STREET  
RICHMOND 19, VIRGINIA

July 2, 1954

Mr. Richard Kochler, President  
New Hampshire Chapter A. I. A.  
231 Oak Street  
Manchester, New Hampshire

Dear Mr. Kochler:

Please extend to the members of the New Hampshire Chapter my thanks for the courtesies extended to my wife and me on the A. I. A. Tour through New Hampshire following the Boston Convention. It certainly was grand of your folks to turn out on a Sunday to welcome us to Wentworth-by-the-Sea and then have your Mr. Witmer conduct us on a tour through the historic sections of Portsmouth.

Mr. Witmer did a splendid job and I am sure that I speak for all of the members of our party in thanking him for pointing out the historical buildings in Portsmouth.

With best wishes, I am

Sincerely yours,

*A. O. Budina*  
A. O. Budina

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## Awards—

(Continued from Page 8)

far this year assures a high rate of payroll and purchase in the enormous construction industry for at least the remainder of 1954.

"Since construction contract awards precede actual construction, Dr. Smith said, "the record levels of awards during the first half of 1954 indicate that construction activity during the remainder of the year, at least, will be at very high levels.

"This will be reflected directly in construction employment and payrolls and in sales and shipments of construction materials. Indirectly, the effect will spread through other fields of activity as a powerful upward force, since this 35-billion-dollar-a-year industry is one of the mainstays of the national economy."

Dodge previously announced that its first-half total of contract awards reported was 17 per cent ahead of the corresponding total for 1953; an all-time high for a first-half.

## "Your Client is Probably Holding Back" says Fortune

Americans can afford much better housing than they have been buying, says Fortune Magazine, in a thought-provoking report on "The Changing Market in Housing."

Despite the boom in house building people are living below their 1929 standards of housing and have been spending relatively less for housing now than in 1929. They are buying more cheap houses and fewer better houses, the magazine declares.

Fortune advice: build better houses. The public can afford them and the public will pay higher prices for higher values. It declares that "The day is close at hand when almost anybody with a job can afford to own a house."

## Clair W. Ditchy Heads

### AIA for Another Year

With a sizable majority, Clair W. Ditchy, Detroit, was re-elected President of The American Institute of Architects at the 86th Annual Convention, defeating John W. Root, Chicago. Mr. Ditchy now enters his second term. The five-day convention was held in Boston, June 15-19, with headquarters at the Hotel Statler.

Earl T. Heitschmidt was elected First Vice-President, succeeding Norman J. Schlossman of Chicago, who had withdrawn as a candidate. Howard Eichenbaum, Little Rock, Ark., was re-elected Second Vice-President, and George Bain Cummings, Binghampton, N. Y., was re-elected Secretary. Leon Chatelain, Jr., Washington, D. C., defeated Edward L. Wilson, Fort Worth, Texas, for the office of Treasurer, succeeding Maurice J. Sullivan who did not run for re-election.

*A modern mother is one who can hold a cigarette and a safety pin in her mouth at the same moment.—New Zealand Tablet.*

*Try jaywalking for that "run-down" feeling.—Louisville Courier Jnl Mag.*

#### PUBLIC RELATIONS—

A cold shoulder never makes a warm customer.—*Coal Dealer*.

#### ERROR—

To err is only human, but when you wear out the eraser before you've used up the pencil, you are overdoing it.—*Cigar & Tobacco Jnl*.

A movie producer was telling a friend about giving his girl friend a string of pearls for her birthday. "Why," said the friend, "don't you give her something practical—like a car?"

The producer smiled and repl'd: "Did you ever hear of a phony car?"—*ERSKINE JOHNSON, Photoplay*.

#### CONVERSATION—11

The real art of conversation is not only to say the right thing in the right place, but....to leave unsaid the wrong thing at the tempting moment.—*DOROTHY NEVILLE, Under Five Reigns*. (Methuen)

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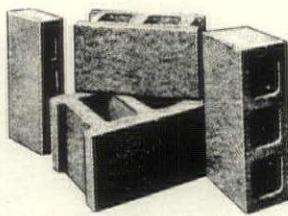


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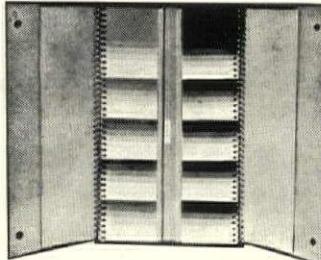
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## AIA DISCUSSES SCIENCE EFFECT ON DESIGNS

BOSTON—How the rapid developments in science and technology have affected architecture and its impact on education was discussed at the meeting of the Association of Collegiate Schools of Architecture, attended by more than 80 members from throughout the U. S.

The pre-convention session of the collegiate schools group was held at the Harvard School of Design in Cambridge. G. Holmes Perkins, Dean of the School of Architecture, University of Pennsylvania, was chairman of the first part of the session which concerned itself with the needs of human beings and society and its effect on architecture and education.

Civic design, urban renewal and housing were topics of discussion. The group visited Harvard Graduate Center, Massachusetts Institute of Technology and its Hayden Memorial Library.

Walter Bogner, Professor of Architecture

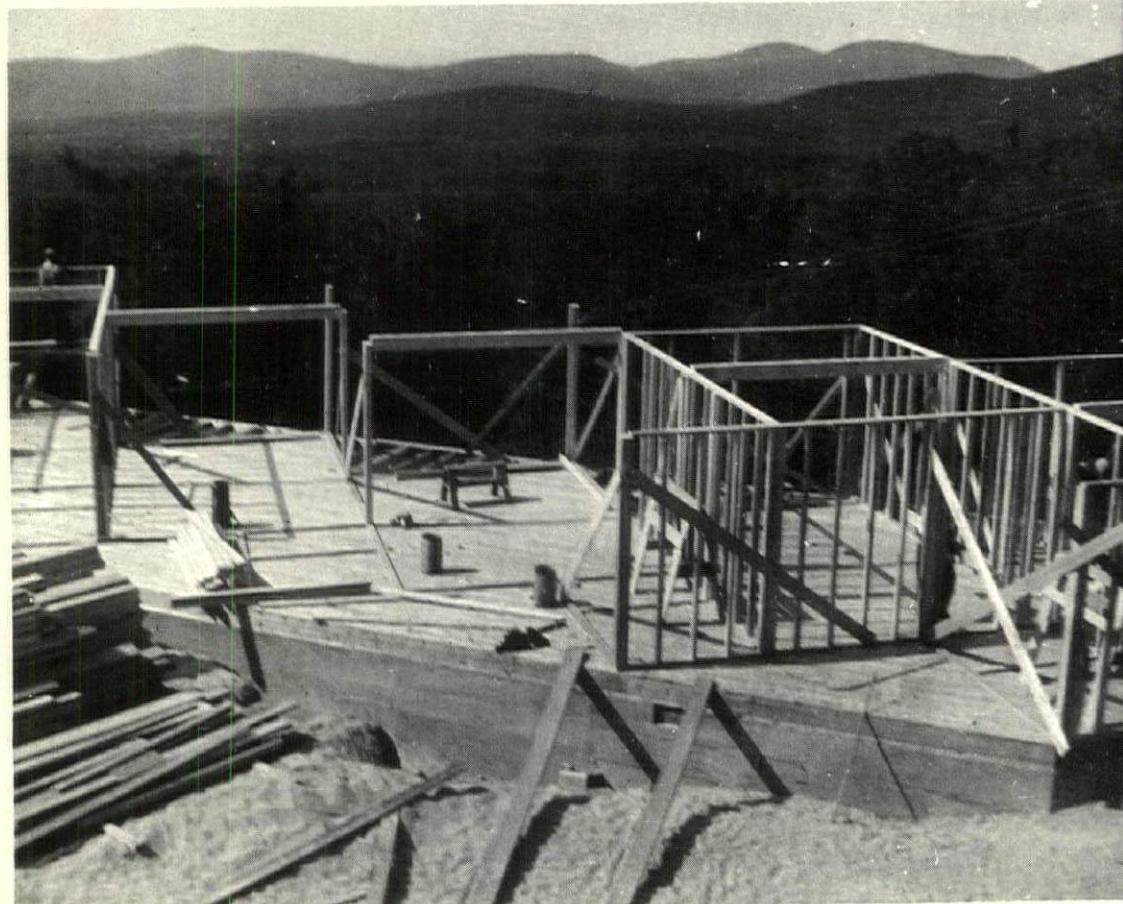
ture, Harvard University, general chairman of the educational group which in conjunction with the 86th annual convention of the American Institute of Architects at the Hotel Statler in Boston, presided at a wind-up evening dinner at New Ocean House in Swampscott, Mass.

The proposed development of a 28-acre site into a huge shopping center, similar to Rockefeller Center, in Boston's Back Bay was discussed.

## Prefab Plumbing Wins Union OK

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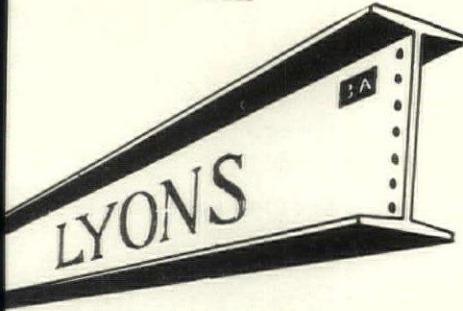
The union move points the way to possible saving of several hundred dollars on the cost of a house. Reducing costs at increasing volume, said National's president, James Price, will mean twice as much work for all trades, including plumbers.



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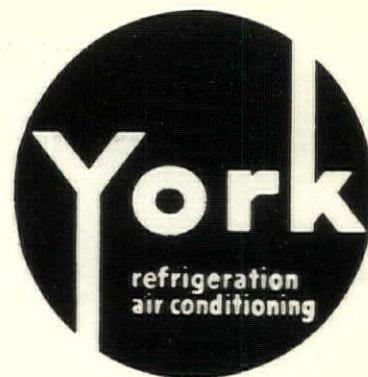
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